

U.S. Department of Commerce Patent and Trademark Office			<i>Complete if Known</i>		
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>			Application Number: 10/721,010		
			Filing Date: November 24, 2003		
			First Named Inventor: Ross KONINGSTEIN		
			Group Art Unit: 3622		
			Examiner Name: William A. Brandenburg		
Sheet	1	of	2	Attorney Docket No.: Google-48 (GP-083-00-US)	

U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	U.S. Patent Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines where relevant Passages or Figures appear
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	AZ	5,740,549	04/14/1998	Reilly et al.	
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	BO	95/001,069		Reexamination of Stone et al.	
	BP	95/001,068		Reexamination of Stone et al.	

Examiner Initials*	Cite No. ¹	Foreign Patent Document Office ³ Number ⁴	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
	BQ	WO 97/21183	06/12/1997			
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Examiner Signature	Date Considered
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1 Unique citation designation number 2 See attached kinds of U.S. Patent Documents 3 Enter Office that Issued the document, by the two-letter code (WIPO Standard ST.3) 4 For Japanese patent documents, the Indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST 16, if possible. 6 Applicant is to place a check mark here if English language translation is attached

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OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T ²
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	BX	Dedrick, R., A Consumption Model for Targeted Electronic Advertising, Intel Architecture Labs, IEEE, 1995	
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	CH	Business Wire, "Global Network, Inc. Enters Into Agreement in Principle With Major Advertising Agency," Oct. 4, 1999	
	CI	Zeff, R. et al., <i>Advertising on the Internet</i> , 2 nd Ed., John Wiley & Sons, 1999	
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	CN	Statement Regarding References in 1449 Form	
	CO	Examiner's Report No. 2 for Australian Patent Application No. 2004294170, dated March 24, 2009 (2 pgs.)	
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